UPDATE

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ISSUE 9

ONTARIO ARTS COUNCIL
CONSEIL DES ARTS DE L'ONTARIO

Follow-up to Task Force on Arts in the Community

Just as the last issue of UPDATE was going to print, OAC hosted a follow-up session with members of the *Task Force on Arts in the Community* and representatives of other arts funding bodies. The intention was to provide a forum to explore ideas that had been put forth in the *Report from the Task Force on Arts in the Community* and to encourage potential partnership opportunities.

Task Force member and arts consultant Stan Shortt reiterated the goals of the Task Force – to identify the obstacles and determine what works for arts organizations and how artists and arts organizations can build on strengths and improve collaborations.

The discussion began with how to move forward on the report recommendations. One recurring request was that the different levels of funders work together to make their programs more complementary and improve their overall impact in communities.

Success stories emerged in each community visited by the Task Force. At the same time, Task Force members heard repeatedly how helpful it was for people working in the arts to hear about the successes in other communities. To begin this process of sharing, representatives from three particularly innovative communities were invited to the meeting to relay their experiences.

Annalee Adair reported on the City of Ottawa's Community Arts program, a collaboration involving recreation services, artists, arts organizations, community organizations, and public and private funders. The basic premise of the project is to use the city's infrastructure, including facilities and resources, to benefit the arts and the community. Through partnerships and shared resources, the program is able to develop and sustain four areas: residencies; touring; training (including an arts leadership-in-training program for youth); and animation.

"The demand for cultural programming at the community level is growing. People want more specialized programming in addition to the traditional recreation programming," explained Ms. Adair. "Our project has been extremely successful, because we have branched out to involve non-traditional partners."

Kim Blackwell, Executive Director of *Celebrate Canada in the Kawarthas*, related how this collaborative venture between 160 arts and heritage organizations in the Peterborough area has evolved into a unique success story. What began as a partnership between Trent University and the City of Peterborough, Culture and Heritage Division, is now an independent not-for-profit organization to promote and market many cultural activities in the area. The City of Peterborough gives mostly in-kind support that represents significant

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Follow-up to Task Force on Arts in the Community *(cont.)*

monetary value. Ms. Blackwell noted that her organization represents a large geographic area that is rich in artistic activity.

"Because we are marketing the activities collectively, we have reduced the sense of competition that used to exist between recreation events and the arts," said Ms. Blackwell. "One of several things we've done is create a Web site and introduced e-commerce so that regional artists can sell their works through the Internet. We are also working with the Peterborough Arts Umbrella, City of Peterborough, Trent University, and Fleming College on the 'One Roof Project' where we are trying to get as many artists and arts organizations [as possible] under one roof to save money and personnel."

John Winston, Director of Intergovernmental and Community Liaison at the City of London, brought yet another perspective to the ways communities are supporting the arts.

"If arts and culture are the cornerstones of good living, and if we are going to attract people to London, then we have to have a viable arts community to bring that vibrancy, that excitement, and that innovation to our community," said Mr. Winston.

The City of London decided to invest in the arts as a way of ensuring the future vitality of the city. In one year the city's contribution to arts and culture went from less than $200,000 annually to $1.2 million.

"Since the Grand Theatre and Orchestra London provide leadership in the arts community, we decided to support them with an annual operating grant to a maximum of $500,000 each. We also wanted to provide growth and viability for some of the smaller organizations."

OAC and the other funders attending the meeting committed to exchanging information and promoting partnership initiatives that are beyond the scope of OAC's mandate. The openness and the willingness to share new ideas brought the meeting to a close on a positive note.

For copies of the meeting minutes, contact Brandon Marlon at 416-969-7412 or 1-800-387-0058, ext. 7412.

Ontario Contact 2001 – New Location and Dates

We are pleased to announce that *Ontario Contact 2001* will be held at the Toronto Centre for the Arts (formerly the North York Centre for the Performing Arts) next November 8 to 10. OAC has assembled an advisory committee of presenters and artists to consult on the overall design of the conference. Artists who wish to apply to showcase can download applications from OAC's Web site. If you would like to have a copy mailed to you, please contact Susan Wicks at 416-961-1660, ext.7401.

New Funds for Consulting, Mentoring, and Technical Assistance

The Samuel and Saidye Bronfman Family Foundation has contributed $100,000 towards OAC's new Consulting, Mentoring, and Technical Assistance program. This brings the program's budget for 2001-2002 to $350,000.

"We are extremely pleased with the continuing support of the Bronfman Foundation for this very important initiative," said John Brotman, OAC's Acting Executive Director. "We are confident that many organizations throughout the province will benefit from this program."

In early February, OAC launched the widely anticipated program by inviting a number of arts service organizations for a question-and-answer session. This was also an opportunity to thank various individuals for their valuable input into the design of the program and to introduce Program Coordinator Keith Allin.

The Consulting, Mentoring, and Technical Assistance program came about as a direct result of the *Report from the Task Force on Arts in the Community* and the OAC's *Action Plan for Arts in the Communities*.

Assessment Changes

OAC continues to refine the two-year-old assessment process for operating clients. Most essential is that we ensure that the assessment process is accountable and consistent across all sectors and that there is a clear relationship between the assessment of an organization and the recommendation for its funding level.

The assessment categories are being maintained – the equal weighting of Artistic Quality and Organizational/Financial Effectiveness. Improvements have been made to clarify the criteria within each category and to provide a scoring system that clearly relates to these criteria. The modifications balance the competing needs of providing stability and supporting change in operating programs. Consideration is given to the place of each organization in an evolving field and the changing needs across the sectors and art forms served by the Council.

The results of the assessment process allow the redistribution of dollars to fund new clients, correct funding imbalances, and reward artistic and organizational achievement.

In the past two years, OAC has funded 146 new operating clients out of a total of 431.

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New Officers at OAC

Pat Bradley joins OAC as our new Theatre Officer after nine years as Executive Director of the Professional Association of Canadian Theatres (PACT). Pat replaces long-time Theatre Officer Jan McIntyre, whose health prevents her from returning to OAC.

Prior to joining PACT, Pat gained extensive knowledge of the theatre sector through her work as Arts Officer for the provincial Ministry of Culture and Communications and as Cultural Affairs Officer at Metro Toronto.

A senior arts administrator, she has taught cultural policy, strategic planning, and arts administration, at both the University of Toronto and Humber College. Pat has served on numerous volunteer arts boards, including the Canadian Conference of the Arts (CCA), where she is currently President of the Board of Governors. She starts at OAC on April 30.

Carolyn Vesely will join OAC as our new Visual and Media Arts Officer on June 11. Currently the Director of the Kitchener-Waterloo Art Gallery, Carolyn brings significant curatorial and managerial experience to the position. Having lived and worked in several Ontario communities, Carolyn has acquired an in-depth knowledge of Ontario's crafts, visual, and media arts communities.

Joining OAC on secondment from the Department of Canadian Heritage is **Marlene Chan**, Arts Programs Officer – Awards and Arts Education. Marlene comes to us with extensive project management and policy experience in the arts. Before moving to Toronto, Marlene was with the Canadian Conference of the Arts in Ottawa, where she organized an international network of non-governmental cultural organizations for cultural diversity.

Research News

OAC is looking for information on economic impact studies, whether based on the OAC local economic impact model or not. If you have compiled statistics regarding your organization's economic impact, we would love to know about them. Please e-mail, fax, or send a copy of any studies to Kelly Hill, Research Analyst, khill@arts.on.ca or fax 416-969-7447.

Stand Up and Be Counted

May 15 is Census Day. It's important for the arts community to provide accurate information, so please remember to fill out your questionnaire. Census results, which give a snapshot of artists in communities, affect public policies. Comparisons between census years provide a detailed view of trends in the arts over time.

Awards

The sixth annual **K.M. Hunter Artists Awards** were announced on March 12, 2001. Five awards of $8000 were presented to winners **Marie-Josée Chartier** (dance); **Dennis Bock** (literature); **Phil Dwyer** (music); **Peter Reitzel** and **Julie Reitzel** (theatre co-winners); **Lois Andison** and **Janet Morton** (visual arts co-winners). These awards are given annually to artists who have completed their professional training and have begun to establish themselves and make an impact in their chosen field.

The **Ruth Schwartz Children's Book Award** will be presented at the National Library on April 23, Canada Book Day, by Ottawa schoolchildren at Fielding Drive Public School.

The **Chalmers Awards**, one of Canada's most prestigious arts awards, will be presented on Monday, May 14, 2001. Thirteen recipients will each receive $25,000, recognizing their contributions to their fields.

For more information about awards and prizes, call Marlene Chan, Arts Programs Officer, at 416-969-7428 or 1-800-387-0058, ext. 7428.

Cette publication existe également en français.

More Staffing News

Melanie Fernandez, OAC's former Community Arts Officer, has joined the Art Gallery of Ontario as Head of Education and Programs. During her six years at OAC, Melanie increased the understanding and raised the profile of Community Arts. In 1997, she organized Vital Links, OAC's international conference on Community Arts.

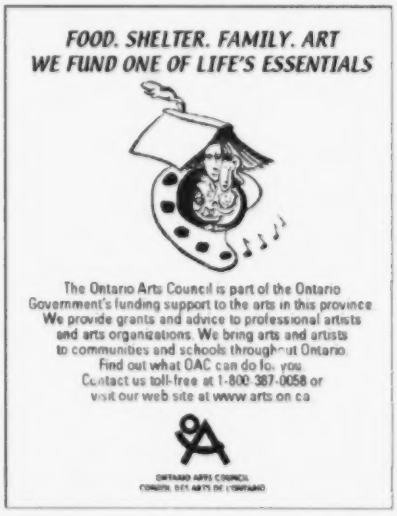
Colette Naubert, OAC's Arts Education Associate Officer, has moved on to become a Program Manager with the Trillium Foundation. Colette also shone in her role as Conferences and Workshops Coordinator during her 12 years at OAC. We wish them both all the best in their new roles.

Kim Knox, OAC's Receptionist, has moved into the role of Program Assistant. Prior to joining OAC, Kim worked as administration assistant for the Quebec Drama Federation.

OAC Awareness Campaign

In February and early March, OAC ran advertisements in 70 English and French daily and weekly newspapers in communities around the province where it seemed there was insufficient awareness of OAC's programs. This awareness campaign was one of the primary strategies of OAC's Action Plan and a key recommendation from the Task Force report.

The two playful ads, illustrated by artist Barbara Klunder, invited readers to find out more about OAC supported activities. During the campaign, OAC noted a significant increase in traffic to our Web site and an increased volume of telephone calls.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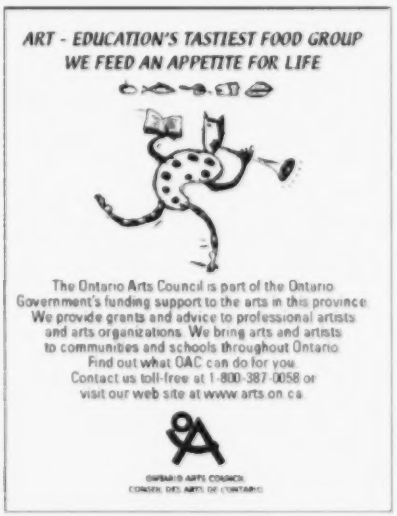
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